



National

POISON PREVENTION WEEK PLANNER



www.PoisonHelp.hrsa.gov

SNAPSHOTS OF PAST EVENTS AND ACTIVITIES

For almost 50 years, *National Poison Prevention Week* has helped teach people about poisons, poison safety, and poison prevention. Through partnerships with public and private organizations, Poison Centers help communities understand why poisoning is a public health problem and that it can happen to anyone, at any time, and in any place.

Some examples of the types of events held in previous years include those profiled below. Contact your Poison Center at **1-800-222-1222** to find out how you can work together to celebrate *National Poison Prevention Week* this year.

The West Texas Regional Poison Center Holds Annual Poison Jungle Safari

Summary of Activities: In honor of *National Poison Prevention Week*, the West Texas Regional Poison Center hosts an annual family-friendly bilingual event at the El Paso Zoo. Poison prevention stations are set up throughout the zoo. Each station focuses on a specific category of poisons, such as medications, plants, bites and stings, illegal drugs, household products, environmental hazards, and lead. The first 500 children who complete the Safari receive a free tee-shirt and their own individual poison prevention certificate of completion.

Target Audience: Located directly on the U.S.-Mexico border, the West Texas Regional Poison Center focuses on the English- and Spanish-speaking families that reside in El Paso, TX.

Partners: The El Paso Zoo partners with the Poison Center.

Outcomes: The Poison Jungle Safari has been held for 15 years. In one recent year, the event attracted more than 5,000 participants.

The Georgia Poison Center Garners Governor's Proclamation and Distributes Poison Information

Summary of Activities: In one recent *National Poison Prevention Week* celebration, the Georgia Poison Center (GPC) distributed press releases to media outlets and secured a proclamation from the Governor, and also distributed poison prevention materials to libraries and poster contest guidelines to elementary schools throughout the State. An informational display and material distribution center was set up at Grady Hospital's clinic atrium and at the Georgia State Capitol. The informational display and material distribution centers included a look-alike display of poisonous items that resemble non-poisonous items. Brochures about medicine safety, pets and poisons, food poisoning, preventing poisonings in the home, bites and stings, and carbon monoxide were also distributed.



Target Audience: The Georgia Poison Center targeted all residents of Georgia.

Partners: Grady Health System, Emory University School of Medicine, University of Georgia Cooperative Extension, the State of Georgia, and local community organizations partnered with the Poison Center.

Outcomes: Press releases about poison prevention were published by the University of Georgia Cooperative Extension of Hall County and by Emory University School of Medicine. The dangers of poisons and how to prevent poisonings were highlighted on local TV stations. As many as 14 library branches distributed poison prevention informational sheets and gave out bookmarks with the Poison Center's phone number. Numerous posters were received for the poster contest, and six winners were selected and recognized at the GPC annual awards ceremony. Poison prevention instructors from an instructor training program were also recognized at an awards ceremony for their commitment to poison prevention awareness. More than 500 Georgia residents visited the informational display and distribution centers, receiving poison prevention educational materials and promotional items. Finally, a proclamation was signed by the Governor, declaring National Poison Prevention Week in Georgia.

Carolinas Poison Center Distributes Materials for Parents

Summary of Activities: Throughout the month of March in one recent year, the Poison Information & Education Coordinator at the Carolinas Poison Center partnered with local English and Spanish agencies to promote and distribute free "Parent Packs" during a "Poison Pack Blitz" effort. The Poison Center's Parent Packs consisted of a poison safety brochure, a plant safety brochure, a phone sticker, and a magnet. Parent Packs were designed to prevent poisonings and to familiarize North Carolinians with the national toll-free Poison Help line. The English and Spanish Parent Packs were promoted through the Poison Center's Web site, Carolinas Medical Center Web site, the *Charlotte Observer*, and through Latino radio stations. People were encouraged to request Parent Packs by calling Carolinas Poison Center or by visiting the Web site. Latino radio stations also distributed Parent Packs to callers.

Target Audience: The Carolinas Poison Center targeted parents and caregivers.

Partners: Carolinas Medical Center, La Tremenda 1310 AM and La Raza 102.3 partnered with the Poison Center.

Outcome: More than 200 Parent Packs were distributed during a recent *National Poison Prevention Week*.

The Sanford Poison Center in South Dakota Engages First-Graders in Coloring Contest About Poison

Summary of Activity: The Sanford Poison Center has celebrated *National Poison Prevention Week* by distributing coloring contest forms to over 700 first-grade classrooms across South Dakota. Each classroom that submitted coloring sheets for the contest was also entered into a drawing for a "fun box." The "fun box" was full of items from the Sanford Poison Center to make their classroom and home poison safe.

Target Audience: The Sanford Poison Center targeted first-grade students and their teachers across South Dakota.

Partners: Sanford Poison Center, Sanford USD Medical Center, and the South Dakota Department of Education partnered during *National Poison Prevention Week*.

Outcomes: During one year's event, the Poison Center had over 750 students submit coloring sheets, and from those, 20 were selected as contest winners and received \$50 savings bonds.

Northern Ohio Poison Center Hosts K-5 Poster Contest and Educational Curriculum

Summary of Activities: During a recent *National Poison Prevention Week*, the Northern Ohio Poison Center at Rainbow Babies & Children's Hospital collaborated with local school districts in Cuyahoga and Lorain counties (population of 1.6 million) to host a poster contest, spreading the message of poison safety to children in grades K through 5. Along with the contest, participating schools conducted poison prevention activities in their classrooms, explaining the importance of being poison-smart during *National Poison Prevention Week* and all year long. Schools were provided with age-appropriate lesson plans with a variety of options for teachers to mix and match to create interactive lessons that involved children in hands-on learning.

Target Audience: The target audience was children in grades K through 5 and their families and friends, with whom they were encouraged to share their newfound knowledge and take-home materials.

Partners: Ten schools submitted entries to one recent *National Poison Prevention Week* poster contest. Participating schools had more than 400 students in the K through 5 grade range.

Outcomes: Children were able to express their creativity through learning. Each student was provided with the information needed to be poison-smart, engaged as an advocate in the poison smart message, and given the confidence to spread the message to family members and friends.

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